

POSITION DUTY STATEMENT

DFPI HRO 203 (Rev. 01-21)



EMPLOYEE		CLASS TITLE: Information Officer II		WORKING TITLE: Digital Outreach Supervisor	
DIVISION OR UNIT: Education and Outreach		POSITION NUMBER: 410-183-5595-101		COLLECTIVE BARGAINING: S01	MCR: 1
EFFECTIVE DATE:		CONFLICT OF INTEREST CATEGORY: 4		PROBATION: 12 months	
SALARY:		RANGE:		IMMEDIATE SUPERVISOR (Print) Kue Lee	
WORK SCHEDULE:					DAILY HOURS:
Mon <input checked="" type="checkbox"/>	Tues <input checked="" type="checkbox"/>	Wed. <input checked="" type="checkbox"/>	Thurs. <input checked="" type="checkbox"/>	Fri. <input checked="" type="checkbox"/>	Start: 8 a.m. Finish: 5 p.m.
<p>1. Supervision Received: Under the direction of the Education and Outreach (E&O) Director, the Digital Outreach Supervisor leads the Digital Outreach team in managing the Department of Financial Protection and Innovation's (DFPI) external website, multimedia projects, social media profiles, and section 508 compliance. Additional duties include hosting and managing webinars, contracting third-party services, drafting reports, and hiring, training and developing staff.</p>					
<p>2. Supervision Exercised: Supervises the DFPI's Digital Outreach Team which comprises one (1) Information Officer I (Specialist), two (2) Associate Governmental Program Analyst, and (1) Staff Services Analyst. In the absence of the E&O Director, the incumbent may also be responsible for overseeing the E&O Office.</p>					
<p>3. Physical Demands: See Pages 3 and 4.</p>					
<p>4. Job Description: (Percentage of time performing each function)</p>					
Percent of Time	ESSENTIAL FUNCTIONS				
35%	Supervises, trains, and leads the Digital Outreach team of the E&O Office who are responsible for customer-facing websites, social media, electronic newsletters, and other multimedia outreach projects including infographics, photography, graphic design, and video. Reviews and approves project and multimedia requests from internal programs and units. Documents and manages the Digital Outreach team's project list and schedule, ensuring completion of tasks and within budget. Summarizes team project progress on quarterly review reports.				
30%	Applies knowledge of digital marketing, principles, and techniques to enhance content quality and user experience with Department multimedia. Writes, edits, and approves content for publishing on the website, social media, and newsletters. Coordinates with Department subject matter experts to reply to consumer, website, and social media inquiries. Records, drafts, and submits monthly performance reports on website, social media profiles, and electronic newsletters to executive leadership. Pursues ongoing training to build knowledge and improve core competencies that commensurate with industry best practices.				
10%	Manages and updates the Digital Outreach team's contracts, procurement process, and software licensing. Researches and coordinates third-party vendors, agency partners, and other services. Reviews, approves, and reconciles team expenditures. Proposes, oversees, reports on team's annual budget to the E&O Director.				

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10%	Leads and contributes to the implementation of the Department's and the E&O's outreach strategy. Participates in Department meetings, collaborates with internal programs, and partners with the Targeted Outreach team to achieve goals and initiatives. Assists the E&O Director with recruiting, hiring, and onboarding new staff and student assistants. Drafts and conducts annual performance appraisals for supervised staff members.
10%	Supervises the Department's section 508 website compliance process, certification, internal training, and annual updates.
<i>Percent of Time</i>	NON-ESSENTIAL FUNCTIONS
5%	Perform other related duties as required.

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PHYSICAL AND MENTAL REQUIREMENTS OF ESSENTIAL FUNCTIONS					
Activity	Not Required	Less than 25%	25% to 49%	50% to 74%	75% or More
VISION: Reviewing mail; preparing various forms; proofreading documents; reading printed material, computer screens, and handwritten materials.					X
HEARING: Answering telephones; receiving verbal information from outside sources; understanding verbal instruction.				X	
SPEAKING: Receiving visitors; answering inquiries and providing verbal information or instruction.				X	
MOVEMENT: Delivering material to others; picking up materials from others; copying; faxing; distributing information; filing.			X		
SITTING: At a computer terminal or desk; conferring with employees.					X
STANDING:					
BALANCING:					
CONCENTRATING: Reviews and reads records/documents, researches, composes, analyzes, compiles, and updates technical documents; multi-tasking; prepares various forms and documents.					X
COMPREHENSION: Understanding needs of co-workers, clients; understands procedures and practices; Understands laws, regulations related to their work.					X
WORKING INDEPENDENTLY: Possesses ability to work independently as well as a team member, have good interpersonal and communication skills, ability to follow directions, take initiative, assume responsibility, and exercise good judgment and tact. Must be able to work alone without much guidance or interaction or interaction from other staff.					X
LIFTING UP TO 10 LBS. OCCASIONALLY:		X			

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PHYSICAL AND MENTAL REQUIREMENTS OF ESSENTIAL FUNCTIONS					
Activity	Not Required	Less than 25%	25% to 49%	50% to 74%	75% or More
LIFTING UP TO 20 LBS. OCCASIONALLY AND/OR 10 LBS. FREQUENTLY:	x				
LIFTING UP TO 20-50 LBS. OCCASIONALLY AND/OR 25-50 LBS. FREQUENTLY:	x				
FINGERING: Pushing buttons on telephone; typing; copying.					x
REACHING: Answering phones.			x		
CARRYING: Distributing mail; reports; stocking supplies.	x				
CLIMBING: stairs		x			
BENDING AT WAIST:	x				
KNEELING:	x				
PUSHING OR PULLING:	x				
HANDLING:	x				
DRIVING:	x				
OPERATING EQUIPMENT: Computer; telephone; copy machine; fax.					x
WORKING INDOORS:					x
WORKING OUTDOORS:		x			
WORKING IN CONFINED SPACE: Enclosed office environment.					x

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SIGNATURES

Certification of Applicant/Employee

*Note – **Do not** sign certification if you have any concerns regarding your ability to perform the essential functions of this position. Contact the DFPI Human Resources Office for additional information.*

I certify that I possess essential personal certifications including integrity, initiative, dependability, good judgment, and ability to work cooperatively with others; and a state of health consistent with the ability to perform the assigned duties as described above with or without reasonable accommodation.

I have read and discussed these duties with my supervisor.

Employee's Signature

Date

Civil Service Title

I certify that the above accurately represents the duties of the position:

Supervisor's Signature

Date

Civil Service Title

Position classification approved:

Personnel Analyst's Signature

Date